

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

YAT & C (PMU) Department - Tourism Promotion - World Tourism Day, 2013 - Release of A.P. Tourism Advertisement in daily news papers on 27-09-2013 - Sanction of Rs.48,86,800/- (Rupees Forty Eight Lakhs Eighty Six Thousand and Eight Hundred Only) - Orders - Issued.

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YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 1018

Dated: 17-12-2013.
Read the following:-

1. From M/s. Touch Stone, Advertising Private Limited, Hyderabad, Letter Dated: 25-09-2013.
2. Government Lr.No. 5509/PMU/A (2)/2013, YAT & C (PMU) Department, Dated: 26-09-2013.
3. From M/s. Touchstone Advertising Private Limited, Hyderabad, Bill No. TAPL/214/2013-14, Dated: 27-09-2013.

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ORDER:

A.P. Tourism has been celebrating the World Tourism Day every year to bring awareness on the benefit of tourism activities among the general public on 27-09-2013. Accordingly this year also Government have celebrated World Tourism Day on 27-09-2013 with a theme Tourism and Water Protecting our Common Future.

2. In the reference 1st read above, M/s. Touch Stone, Advertising Private Limited, Hyderabad has submitted a proposal for releasing the A.P. Tourism Advertisement for World Tourism Day - 2013 on 27-09-2013 in the following news papers for Rs.48,86,800/-

Sl.No	Publication	Size in Sqcms / CC	Color Advertisement in Hyderabad	
			Rate	Amt (Rs)
		(Quarter Page)		
	<u>TELUGU Paper</u>	16x25		
1	Eenadu	400	1554.00	Rs.6,21,600/-
2	Saakshi	400	1510.00	Rs.6,04,000/-
3	Andhra Jyothi	400	1000.00	Rs.4,00,000/-
4	Vaaritha	400	982.00	Rs.3,92,800/-
5	Andhra Prabha	400	816.00	Rs.3,26,400/-
6	Surya	400	942.00	Rs.3,76,800/-
7	NamastheTelangana	400	880.00	Rs.3,52,000/-
8	Prajasakthi	400	928.00	Rs.3,71,200/-
	<u>ENGLISH Paper</u>			
1	Deccan chronicle	400	2553.00	Rs.10,21,200/-
	<u>HINDI AND URDU Paper</u>			
1	Siasat	400	216.00	Rs.86,400/-
2	Hindi Milap	400	590.00	Rs.2,36,000/-
3	Ethemaadurdu	400	246.00	Rs.98,400/-
TOTAL.				Rs.48,86,800/-

3. In the reference 2nd read above, Government have agreed proposal and requested M/s. Touchstone Advertising Private Limited, Hyderabad to release of A.P. Tourism advertisement for World Tourism Day on 27-09-2013 in the above said news papers for an amount of Rs.48,86,800/-.

p.t.o

4. In the reference 3rd read above, M/s. Touchstone Advertising Private Limited, Hyderabad has submitted bill for an amount of Rs.48,86,800/- towards release of A.P. Tourism advertisement for World Tourism Day on 27-09-2013 in the above said news papers and requested to release the same.

5. Government, after careful, examination of the matter hereby sanction an amount of Rs.48,86,800/- (Rupees Forty Eight Lakhs Eighty Six Thousand and Eight Hundred Only) to M/s. Touchstone Advertising Private Limited, Hyderabad towards release of A.P. Tourism advertisement for World Tourism Day on 27-09-2013 in the above said news papers.

6. The amount sanctioned at para-5 above shall be debited to the following Head of Account:-

“3452-Tourism, 01-Tourist Infrastructure, 102-Tourist Accommodation & Other facilities to tourists - Schemes included in PLAN, 11- Normal State Plan, 20-PMU-Promotion of Tourism / Events, 500-Other Charges, 503-Other expenditure”.

7. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at para-5 above and disburse the same to M/s. Touchstone Advertising Private Limited, Hyderabad through online. The following are bank account details:

Bank Name	:	Bank of Baroda
Bank Branch	:	Banjara Hills
Bank Account No.	:	2661 0200 00 00 60
IFSC Code	:	BARB0PBBHYD

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
M/s. Touchstone Advertising (P) Limited, Hyderabad.
The Assistant Secretary to Government and Drawing & Disbursing Officer,
YAT & C (PMU) Department.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.
The Accounts Officer, YAT & C (PMU - Claims) Department.
SF/SCs.

//FORWARDED :: BY ORDER//

SECTION OFFICER